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# Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

## Computers brace for battle over lap models

By JENNIFER LAWRENCE

Compaq Computer Corp. today unveils its first laptop personal computer in a long-awaited move that raises the stakes in the $1 billion market.

In presenting the Compaq SLT/286 at a New York news conference, the No. 2 business PC marketer takes aim at laptop leaders Toshiba America, Zenith Data Systems and NEC Home Electronics USA instead of longtime rival IBM Corp.

IBM, the business PC leader, may not be far behind, however. IBM and Apple Computer are expected to announce their own smaller portable PCs soon. IBM planned a news conference for this week, but details weren't available at press time.

Compaq is backing its introduction with a $4 million print advertising campaign that breaks Oct. 18 in *The Wall*

*(Continued on Page 72)*

## Outdoor ads use regional moves as springboard

By ALISON FAHEY

The regional marketing trend and declining dominance of network TV are playing right into the hands of the outdoor advertising industry.

Despite heavy cuts in tobacco and liquor spending, revenues for the $1 billion-plus industry are expected to jump 6% to 8% this year, compared to a 4% annual growth rate in the past two years.

And while outdoor accounts for only 1.5% of the nearly $100 billion in national ad revenue, Don Byer, new president of the Institute of Outdoor Advertising, expects that figure to double in the next five years.

"The outdoor medium is being rediscovered," Mr. Byer said.

Contributing greatly to the resurgence are changes in

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## Inside:

**Is the Super Bowl** sold out?—P. 3
**Alex Kroll** talks creativity—P. 4
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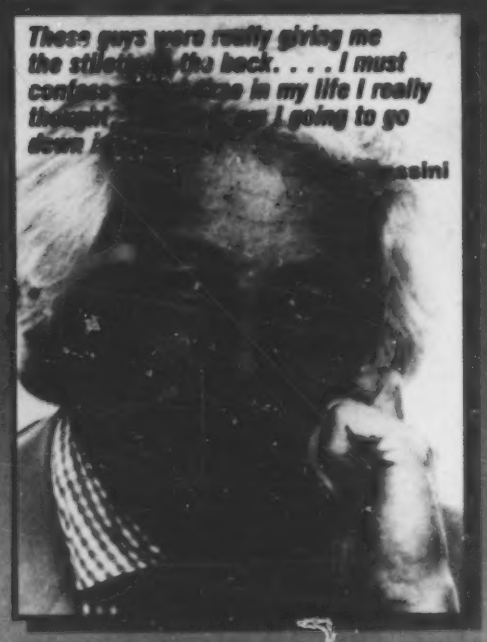
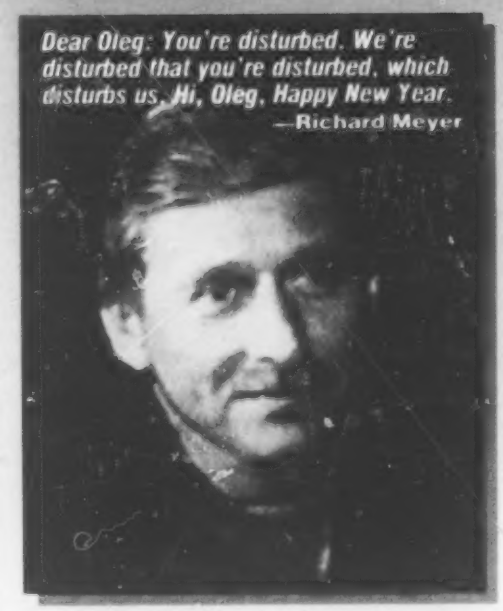
**Who's** going to Disneyland?—P. 31

## FIRE & ICE II




## Fashion vs. Richard Meyer and Jovan

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October 17, 1988

# Advertising Age®

*Crain's International Newspaper of Marketing. In Two Sections. Section 1.*

Photos by Michael Mertz

**While one smoker** in Phoenix, Ariz., tried Premier because it "just might be better for my health" . . .

**"Premier is not a cigarette; it's a nicotine delivery system."**

**—Ben Chaiken**
**Executive director**
**Arizona Lung Assn.**

Photo by Bill Knight

**. . . Another smoker** in St. Louis stocked up on the promotional four-pack package.

# Premier under fire

## States could ignite regulatory war over RJR product

By JUDANN DAGNOLI
and MELANIE JOHNSTON

Health organizations in two states are trying to snuff out R.J. Reynolds Tobacco Co.'s new Premier cigarette by having local agencies regulate it as a drug.

Premier, which could get a $125 million marketing push if it goes national, is taking additional heat from health officials in three other states.

If the states succeed in regulating the cigarette, it could mean curtains for Premier in those states and likely would result in a regulatory quagmire for both Reynolds and the U.S. Food & Drug Administration.

Since April, the FDA has been reviewing Premier to determine whether it's a drug and should be regulated on the federal level.

William Grigg, director of press relations for the FDA, said that "unless the company or the FDA sues to pre-empt" states regulating the product as a drug, the state regulations would hold.

That could result in all 50 states having different rulings on the product, making it impossible for Reynolds to market Premier nationally.

An FDA official who requested anonymity said that, under the Reagan administration, the agency has traditionally "been loathe" to sue for pre-emption. The FDA's ruling on Premier is due by November or December.

Impatient for action from the FDA, a coalition of local Arizona chapters of the American Lung Association, the American Cancer Society and the American Heart Association is readying a formal request to be filed this week with the state Board of Pharmacy.

The request asks that the pharmacy board determine whether Premier is a cigarette or a drug that presents health risks warranting its removal from the market.

Premier is being test-marketed in Phoenix and Tucson, Ariz., and St. Louis. Young & Rubicam is handling advertising.

In New Jersey, where Premier isn't being marketed, a regulatory board has scheduled a Nov. 21 hearing on the product's safety. The Public Health Council, which is taking the action, is an eight-member board of appointees empowered to create regulations under the New Jersey Sanitary Code.

The council could seek to ban the product not just on the grounds it may be a drug but as a health nuisance.

Rumblings also are coming from Missouri, which has the product, and Colorado and Minnesota, which do not. Health com-

*(Continued on Page 66)*

## *Last Minute News*

### *Congress backs paid AIDS ads*

WASHINGTON—Congress has approved legislation to create an unprecedented $50 million program for paid public education ads about AIDS. The Department of Health & Human Services would supervise the program (AA, July 11). Currently, the federal government produces only public service AIDS ads, via Ogilvy & Mather, Atlanta.

### *Time Inc. sets one-shot 'Match'*

NEW YORK—Time Inc. said it has struck a deal with Publications Filipacchi to jointly publish a "one-shot issue" of a European picture magazine. *Match* will be printed simultaneously in English, German, Spanish, French and Italian, and will appear on newsstands in December in major European cities. Christopher Meigher, Time Inc. group publisher, said a decision on whether to publish *Match* as a monthly will be made after studying the one-shot's advertising and newsstand sales. It will have a newsstand distribution of 200,000.

### *'Miami News' seeks buyer*

MIAMI—Cox Enterprises said *The Miami News*, its ailing evening daily, is for sale and will be closed down at yearend if a buyer isn't found. The *News* has been publishing under a joint operating agreement with Knight-Ridder's *The Miami Herald* since 1966. The *Herald's* circulation is 420,000, compared to about 48,000 for the *News*. David Easterly, president of Cox's newspaper division, said the *News* is losing about $9 million a year

*(Continued on Page 8)*

# Politics: final stretch

## Agency execs rap candidates on ad tactics

By CLEVELAND HORTON
and DENNIS CHASE

SCOTTSDALE, ARIZ.—The presidential race is coming under attack within the agency community, particularly for the negative slant both candidates have adopted in their advertising.

Agency executives attending the American Association of Advertising Agencies western region conference here had little positive to say about political advertising. Comments characterizing the ad campaigns ranged from "cutthroat" to "huckstering."

Conference attendees expressed the increasing concern that the ad industry as a whole may suffer from the negative ad campaigns, which to the public presumably showcase the talent of the best creative minds. "The presidential

*(Continued on Page 66)*

★★★★ 88 Campaign

Photo by Michael Mertz

**Discussing** political ads at the Four A's western region meeting are (from l.) William Weithas, chairman, Lintas:Worldwide; Joel Harnett, publisher, *Phoenix Home & Garden*; and John O'Toole, incoming Four A's president.

## Doner ad team takes high road for Dukakis TV

By JANET MEYERS

Hope for rejuvenating Michael Dukakis' presidential campaign appears to rest with a new pool of issue-oriented, more positive TV spots created by a special team of executives from W.B. Doner & Co.

The TV spots represent a dramatic shift in strategy for the Democratic governor from Massachusetts.

Sources say the spots, which may have started airing over the weekend, will replace the much-maligned negative commercials that have been airing. Other sources say the negative spots may continue as well.

Those spots focused on Indiana Sen. Dan Quayle, the Republican vice presidential candidate, and on the political "handlers" of Republican presidential

*(Continued on Page 66)*

# States show car-rental ad guides

By SCOTT HUME

The final draft of car-rental ad guidelines issued by the National Association of Attorneys General last week focuses on price advertising and collision insurance.

A spokesman for industry leader Hertz Corp. called the guidelines "a positive step in the right direction."

"If [the guidelines] had meant the end of price advertising, we would have opposed them," said Joe Russo, VP at Hertz. "But in fact they'll make it possible to compete on the basis of *real* prices for the first time. No illusory prices, no low-ball prices. The consumer will be able to price-shop for the first time, and that should make for some very intense competition."

But an American Advertising Federation official warned that the restrictions, if approved by NAAG, could "put advertising in a straitjacket."

"If we have one real difference with NAAG, it's over this question of how much information should go in an ad," said AAF Senior VP Wally Snyder. "They view an ad almost as though it's a final contract that the consumer somehow signs. We view an ad as an offer of a service available."

Rental-car companies have until Oct. 21 to respond to the 44-page draft of advertising and business-practice guidelines assembled by NAAG's Task Force on the Car Rental Industry.

The final draft contains a few surprises. One is its conclusion that "the marketing and sale of CDW [collision damage waivers] have been fraught with deception. For that reason, the task force recommends that each state strongly support legislation that would make the sale of this product illegal."

If the waivers aren't eliminated, NAAG has come up with a list of disclosures that would have to be made both in advertising and during counter or phone reservations.

Consumers, the report admits, "simply would not be able to read and understand such disclosures in print or broadcast advertising."

Another change is the expansion of the definition of advertising to include computer screens.

Initially, the task force hadn't treated computer terminals as a separate advertising medium. But the expanded definition was expected, rental company sources said, because NAAG's airline guidelines included computer reservation system terminal screens.

Under the guidelines, any use of a price in rental-car advertising would have to be accompanied by a detailed disclosure of any restrictions that could affect the given price.

For print ads that quote a price, the 11 disclosures that would have to be present are: expiration date for the price if less than 30 days; geographical limitations on use; advance reservation or payment requirements; airport access fees; refueling requirements; required number of days of use for rate eligibility; cost of additional-driver fee; any blackout dates; non-availability of the offer at all locations, if so; mileage charges; and full disclosure of collision damage waiver costs.

These disclosures must be set in type at least one-third the size of the largest type in the ad, with a minimum of 12-point type.

TV and radio commercials must disclose expiration dates; non-availability of the advertised price at some locations, if so; mileage limitations; and the price or price range for the waivers. The other disclosures required in print ads may be eliminated from TV and radio but must be made on request by rental agents.

The task force admitted that its requirements for TV spot disclosure might make it impossible to use 15-second commercials for price advertising.#

# Highlights

## NEWS


**4 Brown-Forman cuts 3 shops**
Brown-Forman has dropped three agencies from its roster and consolidated its cooler, champagne and wine assignments at FCB/Leber Katz.

**10 Burnett champions direct-response**
One-third of Leo Burnett USA's print production this year will be for direct-response advertising.

**12 Driving home tradition**
*Good Housekeeping* is celebrating the age of "The New Traditionalist."

**32 Luring back the network viewer**
The Big 3 TV networks are boosting their budgets for outside media and experimenting with cross-promotions to bring back viewers.

**37 'Sport' ready to storm 'SI'**
Armed with the resources of Petersen Publishing, *Sport* believes it can take on the biggest in the business.

**59 Following 'Moonstruck' phases**
AD AGE's MediaWorks section, with the help of video researcher Alexander & Associates, is tracking one of the hottest videos to hit the market, MGM/UA's "Moonstruck."

**63 A new diamond in its cap**
Time-Life Books has won the first Diamond Echo award from the Direct Marketing Association.

**64 Magic loses with NAD**
Magic Shaving Powders has agreed to modify an ad claim after being reviewed by the National Advertising Review Board.


## INTERNATIONAL


**38 Siesta's over in Spain**
Marketers are taking advantage of Spain's economic boom and membership in the European Community to position themselves for 1992.

**40 Looking for a buyer**
ScanPartner International is looking for a buyer, but the Scandinavian agency network is being hurt by its own strength.

AD REVIEW: Nissan driving down the right path. P. 72.

SPECIAL REPORT: Direct Marketing starts after P. 40.

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## Big adventure

The talking Pee-Wee Herman doll saves himself from hostile islanders by his famous rejoinder "I know you are, but what am I?" in a TV spot breaking Oct. 17 on network TV. Matchbox Toys (USA) introduced the $27 doll last year. Berenter Greenhouse & Webster, New York, handles the account.

# Upjohn to break consumer ads for hair restorer

By PAT SLOAN

Upjohn Co. in January will start advertising the benefits of its Rogaine prescription hair restorer directly to consumers.

A $20 million budget has been set for the consumer "health information" campaign, which won't mention Rogaine by name.

Upjohn President Lawrence Hoff said the company has recognized that Rogaine "will have to be consumer driven to be successful."

The drug is even packaged like a consumer product, in a sleek black can with white lettering and a choice of applicators.

Upjohn also is expected to introduce a non-prescription shampoo as a companion product to Rogaine later in 1989.

The shampoo might carry the Rogaine name in some form, said Viren Mehta, a financial analyst with SG Warburg, who attended an Upjohn briefing for securities analysts.

However, the product won't be part of Upjohn's joint venture program with Procter & Gamble Co., which is studying line extensions and new delivery systems for anti-baldness products both in prescription and non-prescription form.

Rogaine's consumer advertising from Klemtner Advertising, New York, will follow 12-page ads that broke this month in medical journals.

The consumer ads will focus on male pattern baldness in a so-called "disease" ad format used by other pharmaceutical companies. Some of those efforts discuss herpes, smoking and other conditions without mentioning specific treatments.

This technique avoids federal regulations requiring data on side effects and other information in pharmaceutical product ads.

The U.S. Food & Drug Administration has approved the first of several 30-second TV spots, said Robert Perino, executive director of Upjohn's Group II. Klemtner also is working on two print ads.

Mr. Hoff put the budget for TV alone at $20 million, but Mr. Perino said it hasn't been finalized and that $20 million could end up being the amount for both print and TV.#

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# More blasts leveled at network TV

By SCOTT HUME
and JON LAFAYETTE

It's open season on network TV.

Both *Time* and *Newsweek* last week ran major stories examining the declining power of the Big 3 networks, once the unquestioned star of the media mix.

Alvin Achenbaum, chairman of New York consultancy Canter, Achenbaum, Associates, took his attacks on the road, too, telling the Point-of-Purchase Advertising Institute at its Chicago convention that TV has lost much of its previous luster as a marketing tool *(see related story below)*.

Mr. Achenbaum long has chastised marketers and their ad agencies for blindly relying on TV to carry their selling messages, despite sweeping changes in the media and marketing environment.

He amplified those criticisms last week, saying TV has been "debased by clutter and fragmentation."

He pointed to lower-than-expected ratings for NBC-TV's commercial-laden coverage of the Summer Olympics as a further example.

TV remains an effective tool for creating brand awareness "but that's not enough," Mr. Achenbaum said. "Marketers must deal more aggressively with all parts of the media mix, not just TV."

Mr. Achenbaum's latest assault follows similar criticisms from him and other prominent industry executives at a recent Association of National Advertisers media workshop in New York.

"TV is showing signs of wear," Roger Godbeer, corporate director of media at Colgate-Palmolive Co., said at the ANA meeting. "We buy more [time] to compensate as it loses reach."

"The medium is being tarnished through overcommercialization and the lack of distinctive programming," said Jules Fine, vice chairman-worldwide director, marketing services, at Ogilvy & Mather. "Even prestigious events, like the Seoul Olympics, are not drawing up to expectations."

Mr. Fine said TV's "halo is slightly askew. The deference, the almost blind allegiance paid to this medium, is being shaken."

Still, he said, "It would be foolhardy and totally unrealistic to suggest that television, in one form or another, won't continue to be the medium of choice. The inherent power of TV for the creative product cannot be ignored."

Mr. Fine also responded to some of the criticism by Mr. Achenbaum, who's claimed that agencies don't come up with more imaginative media plans because they make more money by sticking to network TV.

"Decisions are not made based on cost," the agency executive said, noting that O&M has staffed its media department with specialists in alternative media, including cable and interactive media, and is considering specialists in video and in-store.

"That's not the simplest way to do business," he said.

Mr. Achenbaum last week said the breakdown of TV's effectiveness is one reason consumer marketing finds itself in "a state of crisis" to which "advertising agencies have not helped in identifying or providing a solution."

Ad agencies, he charged, have become "greedy dinosaurs, more concerned with mergers and acquisitions than with providing service."

Colgate's Mr. Godbeer said his company is "actively exploring all media opportunities."

But to do that, he said, clients must think of ways to motivate their agencies, because if a product has a TV-based campaign, "working in other media adds to the workload with no incremental revenue to the agency."#

The Family Channel's fall launch is off to a great start. Our prime time household delivery is up 90%[1] over the same period last year. And our 18-hour average is up 32%.[2]

We've got other great news as well. Our new original *Rin Tin Tin K-9 Cop* scored a 4.3 rating cume[3] in its third weekend airing—that's almost 1,900,000 homes. And *Bonanza: The Lost Episodes* placed first among the major basic cable-oriented networks in its time period.[4]

So when you want families to pay attention to you, call The Family Channel. And tuck your message into our unique environment of premiere originals, cable exclusives, movies, and more.

THE CBN Family CHANNEL

1 Source: Nielsen NHI Multi TRAK Report, daypart averages, 7P-12 A, 9/3-30/88 compared with 9/5-10/2/87.
2 Source: Nielsen NHI Multi TRAK Report, daypart averages, 7A-1A, 9/3-30/88 compared with 9/5-10/2/87.
3 Source: Nielsen NHI Multi TRAK Report, Sat. 7-7:30 P & 11-11:30P, Sun. 8-8:30P, 10/1-10/2/88.
4 Source: Nielsen NHI Multi TRAK Report, 6-7P, 9/3-30/88. FAM commercial programming only. Ratings for all networks are within FAM's universe.


# POP posts big gains in early '88

By SCOTT HUME

CHICAGO—Claiming we're witnessing "the end of a golden era for broadcasting," the president of the Point-of-Purchase Advertising Institute said he expects record growth for non-media advertising.

POP sales during 1988's first quarter hit a record $3.1 billion, 9% above last year's first three months, said POPAI President John Kawula. For the year, he projects total POP sales will be up nearly 14% to $13.4 billion.

Mr. Kawula claimed the marketplace has shifted from being "image-driven to impact-driven," a change he said favors non-media advertising such as in-store merchandising and promotional marketing.

"Image advertising [on TV] can make things happen," he said, "but only when that POP is there to close the sale.

"Consumers are increasingly dissatisfied with [TV] programming and are changing channels to avoid commercials or unwanted shows, playing VCRs or watching cable. The result is that the marketers are reaching the consumers in the store where 66% of all buying decisions are made."

Through the first quarter, product areas showing the greatest increases in POP use included roofing products, lighting and fixtures, housewares and distilled spirits.#

## CORRECTIONS & CLARIFICATIONS

- In the "August consumer magazine ad linage" report (AA, Sept. 19, P. 64), *Personal Computing's* year-to-date figures should have been 1,535 for 1988 and 1,201 for '87. Also, *Mademoiselle* misreported its current-month 1988 ad page total, which should have been 191.1.
- DDB Needham Worldwide handles Ford Motor Co.'s New Zealand account. Mainstream/FCB has only the dealer network account (AA, Sept. 12, P. 82).
- Walker & Associates, Memphis, Tenn., handles advertising for National Bank of Commerce's Mississippi branches; Ward Archer & Associates, Memphis, handles advertising for the bank's Memphis branches. Archer also handles Boyle Investment Co. (AA, Sept. 12, P. 86).#

# September consumer magazine ad linage

| | Current month 1988 | 1987 | Year-to-date 1988 | 1987 |
|---|---|---|---|---|
| **■ Auto/cycle/rec. vehicles** | | | | |
| ATV Sports | 19.7 | 45.1 | 266.7 | 387.4 |
| Autoweek (52X) | 141.5 | 132.4 | 1,467.6 | 1,327.7 |
| Car & Driver | 89.6 | 86.6 | 920.0 | 844.5 |
| Car Collector & Car Classics | 16.5 | 17.7 | 147.6 | 154.2 |
| Car Craft | 74.3 | 86.7 | 833.1 | 864.9 |
| Circle Track | 72.7 | 66.5 | 808.2 | 763.9 |
| Cycle | 33.5 | 26.4 | 398.3 | 424.9 |
| Cycle World | 38.1 | 37.7 | 436.6 | 472.1 |
| Dirt Rider | 28.4 | 29.5 | 371.6 | 342.6 |
| Dune Buggies & Hot VWs | 71.0 | 77.0 | 670.5 | 690.0 |
| Family Motor Coaching | 170.5 | 148.8 | 1,562.0 | 1,403.4 |
| 4 Wheel & Off-Road | 96.1 | 87.5 | 891.5 | 887.4 |
| Four Wheeler | 91.0 | 81.0 | 810.0 | 772.0 |
| Hot Rod | 69.5 | 66.9 | 877.1 | 744.2 |
| Motorcyclist | 21.7 | 24.9 | 426.6 | 473.5 |
| Motor Trend | 62.9 | 52.5 | 772.6 | 746.6 |
| Motorhome | 100.8 | 86.8 | 831.4 | 770.6 |
| Rider | 31.8 | 27.7 | 357.5 | 387.8 |
| Road & Track | 96.2 | 90.1 | 922.7 | 916.5 |
| Trailblazer | 81.0 | 68.0 | 590.2 | 468.6 |
| Trailer Life | 104.8 | 110.8 | 879.9 | 948.4 |
| **Total Group** | **1,511.6** | **1,444.6** | **15,241.8** | **14,791.3** |
| **% change** | **4.6%** | | **3.0%** | |
| **■ Boating & yachting** | | | | |
| Boating | 169.8 | 154.3 | 1,431.7 | 1,374.7 |
| Chesapeake Bay | 55.1 | 51.9 | 448.2 | 406.0 |
| Cruising World | 115.1 | 116.5 | 999.0 | 1,015.5 |
| Lakeland Boating (11X) | 82.5 | 58.5 | 739.9 | 716.1 |
| Motor Boating & Sailing | 142.3 | 159.7 | 1,416.1 | 1,479.2 |
| Sail | 112.8 | 108.5 | 982.9 | 981.2 |
| Small Boat Journal(6X) | — | — | — | — |
| Trailer Boats(11X) | 46.4 | 32.9 | 586.3 | 500.5 |
| Western Boatman(6X) | 48.6 | 30.8 | 258.3 | 186.1 |
| Yachting | 175.5 | 141.7 | 1,314.1 | 1,273.1 |
| **Total Group** | **948.1** | **854.8** | **8,176.4** | **7,932.4** |
| **% change** | **10.9%** | | **3.1%** | |
| **■ Civic/fraternal** | | | | |
| American Legion | 63.3 | 54.3 | 322.2 | 303.9 |
| Elk (10X) | 19.5 | 19.8 | 137.8 | 157.6 |
| Kiwanis | 21.2 | 20.8 | 119.0 | 143.3 |
| Lion (10X) | 8.6 | 7.3 | 51.7 | 63.8 |
| Rotarian | 19.4 | 12.6 | 140.1 | 126.8 |
| V.F.W. (11X) | 32.3 | 33.8 | 228.4 | 251.8 |
| **Total Group** | **164.3** | **148.6** | **999.2** | **1,047.2** |
| **% change** | **10.6%** | | **-4.6%** | |
| **■ General** | | | | |
| American Health (10X) | 59.8 | 57.8 | 496.8 | 501.0 |
| American Heritage (8X) | 55.6 | 47.2 | 229.8 | 187.8 |
| American West (6X) | — | — | 130.8 | 147.5 |
| The Atlantic A. | 36.6 | 46.4 | 360.8 | 299.3 |
| Bon Appetit A. | 91.8 | 69.4 | 688.8 | 694.7 |
| Cable Guide | 32.3 | 19.9 | 276.8 | 184.0 |
| Changing Times | 47.6 | 60.9 | 476.5 | 544.5 |
| Conde Nast's Traveler | 63.1 | 74.5 | 428.7 | 74.5 |
| Connoisseur | 100.6 | 88.0 | 687.3 | 610.9 |
| Consumers Digest (6X) | 28.7 | 26.3 | 114.0 | 113.3 |
| Ebony | 89.1 | 88.1 | 891.3 | -812.8 |
| Fifty Plus | 42.4 | 40.1 | 275.4 | 343.1 |
| Finance (10X) | 39.4 | 43.8 | 262.9 | 335.5 |
| Food & Wine | 56.6 | 59.6 | 446.4 | 482.2 |
| Games (6X) | — | — | 64.6 | 67.0 |
| Golden Years | 30.7 | 40.1 | 285.3 | 258.9 |
| Gourmet | 114.7 | 98.4 | 846.5 | 828.8 |
| Harper's Magazine A. | 32.6 | 34.4 | 286.2 | 266.5 |
| Harrowsmith (6X) | 51.0 | 57.3 | 254.4 | 240.0 |
| Let's Live | 49.0 | 41.0 | 437.0 | 398.0 |
| Life | 33.6 | 71.3 | 477.9 | 406.4 |
| Modern Maturity (6X) | — | — | 136.6 | 177.7 |
| Money | 102.0 | 118.6 | 960.5 | 1,059.7 |
| Money Maker | — | — | 32.7 | 28.8 |
| National Geographic | 15.6 | 19.3 | 196.6 | 172.8 |
| National Geographic Traveler(4X) | 34.9 | 31.0 | 118.7 | 117.0 |
| Natural History | 38.5 | 36.7 | 323.4 | 296.4 |
| Prevention | 62.1 | 63.0 | 499.1 | 558.6 |
| Psychology Today | 37.4 | 23.9 | 244.5 | 259.5 |
| Reader's Digest A. | 106.9 | 56.0 | 893.3 | 774.1 |
| Saturday Evening Post(9X) | 34.9 | 36.5 | 213.4 | 247.2 |
| Smithsonian | 92.8 | 96.6 | 743.4 | 708.1 |
| Town & Country | 183.8 | 190.9 | 1,088.5 | 1,072.1 |
| Travel-Holiday | 60.2 | 47.7 | 477.5 | 466.9 |
| Travel & Leisure | 130.3 | 109.1 | 929.5 | 826.0 |
| Vanity Fair | 159.3 | 126.4 | 787.6 | 564.2 |
| Writer's Digest | 32.0 | 33.0 | 265.6 | 252.9 |
| Yankee | 75.6 | 102.9 | 646.8 | 682.7 |
| **Total Group** | **2,221.1** | **2,155.8** | **16,975.5** | **16,061.2** |
| **% change** | **3.0%** | | **5.7%** | |
| **■ Home** | | | | |
| Americana (6X) | 17.0 | 26.8 | 83.2 | 107.7 |
| Architectural Digest A. | 150.9 | 129.5 | 1,231.2 | 1,047.0 |
| Better Homes & Gardens | 129.0 | 111.2 | 1,008.1 | 941.8 |
| Colonial Homes (6X) | 77.1 | 83.5 | 304.2 | 320.4 |
| Columbus Monthly-Homes (4X) | — | — | 114.9 | 86.9 |
| Country Home (6X) | 84.6 | 77.2 | 281.5 | 277.8 |
| Country Living | 117.4 | 104.5 | 787.9 | 761.4 |
| Family Handyman (10X) A. | 55.4 | 60.7 | 364.3 | 388.0 |
| Florida Home & Garden | 127.5 | 36.4 | 640.8 | 352.8 |
| Flower & Garden (6X) | — | — | 176.9 | 172.4 |
| Home | 75.8 | 78.0 | 524.8 | 480.6 |
| Home Mechanics | 51.4 | 55.4 | 449.4 | 501.8 |
| The Homeowner (10X) | — | — | — | — |
| Horticulture | 28.4 | 31.6 | 351.6 | 328.0 |
| House Beautiful | 111.0 | 84.4 | 604.8 | 618.3 |
| House & Garden | 122.2 | 104.8 | 791.6 | 795.2 |
| Metropolis | 74.4 | 60.9 | 453.1 | 421.9 |
| Metropolitan Home | 106.3 | 68.8 | 743.0 | 553.5 |
| 1,001 Home Ideas | 78.5 | 46.4 | 503.9 | 429.4 |
| Organic Gardening | 44.1 | 54.0 | 406.5 | 447.5 |
| Phoenix Home/Garden | 61.2 | 74.3 | 637.6 | 628.0 |
| Practical Homeowner | 36.7 | 51.8 | 298.8 | 333.9 |
| San Diego Home/Garden | 68.8 | 59.1 | 642.8 | 587.2 |
| Southern Accents (6X) | 160.5 | 141.2 | 588.7 | 499.1 |
| Southern Living | 124.3 | 122.6 | 1,081.1 | 1,043.1 |
| Sunset Magazine A. | 117.9 | 127.3 | 1,087.1 | 1,068.6 |
| Workbench (6X) | 38.9 | 46.9 | 192.6 | 227.6 |
| **Total Group** | **2,059.1** | **1,837.3** | **14,350.3** | **13,429.9** |
| **% change** | **12.1%** | | **6.9%** | |
| **■ In-flight & other passenger** | | | | |
| Aboard Group (6X) | 39.0 | 29.6 | 176.2 | 135.2 |
| Alaska Airlines | 55.9 | 52.6 | 498.0 | 487.8 |
| America West Airlines | 67.0 | 71.0 | 549.5 | 436.2 |
| American Way (24X) | 161.7 | 148.2 | 1,175.3 | 925.1 |
| East/West Network: | | | | |
| Continental | 64.8 | — | 434.6 | — |
| Eastern Review | 69.2 | 61.5 | 486.9 | 596.5 |
| Northwest | 45.9 | 61.0 | 358.5 | 415.0 |
| Pan Am Clipper | 42.0 | 49.0 | 389.4 | 369.8 |
| Spirit | 67.0 | 67.8 | 545.2 | 528.7 |
| TWA Ambassador | 48.2 | 57.5 | 399.6 | 436.6 |
| Vis A Vis | 107.6 | 63.3 | 535.5 | 509.0 |
| Halsey Publication: | | | | |
| Delta Sky | 92.3 | 94.3 | 714.7 | 707.5 |
| Pace Communications: | | | | |
| Piedmont Airlines | 108.1 | 93.6 | 856.1 | 788.8 |
| US Air | 62.0 | 65.0 | 528.5 | 443.9 |
| Spirit of Aloha (6X) | 22.5 | 33.1 | 185.5 | 278.0 |
| **Total Group** | **1,053.2** | **947.5** | **7,833.6** | **7,058.1** |
| **% change** | **11.2%** | | **11.0%** | |
| **■ Men's** | | | | |
| Esquire A. | 175.2 | 150.5 | 851.4 | 789.1 |
| Firehouse Magazine | 39.0 | 59.7 | 396.7 | 404.3 |
| Gentlemen's Quarterly A. | 334.2 | 305.1 | 1,486.7 | 1,321.7 |
| M Magazine | 151.0 | 138.4 | 661.6 | 655.5 |
| Muscle & Fitness | 133.3 | 134.3 | 1,101.1 | 1,108.6 |
| Penthouse A. | 47.3 | 43.6 | 390.1 | 364.0 |
| Playboy A. | 65.9 | 53.4 | 475.2 | 462.6 |
| Salute (10X) | 39.6 | 27.6 | 205.3 | 150.5 |
| **Total Group** | **985.4** | **912.5** | **5,568.2** | **5,256.3** |
| **% change** | **8.0%** | | **5.9%** | |
| **■ Metropolitan** | | | | |
| Aloha (6X) | — | — | — | — |
| Atlanta | 74.8 | 76.0 | 611.3 | 520.3 |
| Baltimore | 70.3 | 87.3 | 605.9 | 633.4 |
| Boston | 198.1 | 205.1 | 1,369.2 | 1,424.5 |
| California | 47.2 | 59.2 | 531.0 | 518.3 |
| Chicago | 157.5 | 124.8 | 944.1 | 898.2 |
| Chicago's North Shore | 105.3 | 93.5 | 807.0 | 746.2 |
| Cincinnati | 47.6 | 45.5 | 412.2 | 532.3 |
| Cleveland | 57.5 | 65.2 | 519.6 | 609.6 |
| Coast (39X) | 207.7 | 246.4 | 1,702.7 | 2,069.3 |
| Columbus Monthly | 79.2 | 100.1 | 628.2 | 630.5 |
| Connecticut | 97.7 | 100.2 | 898.4 | 865.5 |
| D Magazine | 88.2 | 116.9 | 737.4 | 954.1 |
| Denver | 33.8 | 50.5 | 303.2 | 322.2 |
| Detroit Monthly | 107.0 | 134.9 | 744.8 | 604.9 |
| Grand Rapids | 53.5 | 84.0 | 348.5 | 387.2 |
| Gulfshore Life (10X) | — | — | 594.0 | 554.0 |
| Honolulu | 60.0 | 60.0 | 519.9 | 547.8 |
| Houston Metropolitan Mag | 53.0 | 58.7 | 518.4 | 624.5 |
| Louisiana Life | 42.7 | 49.8 | 173.4 | 191.0 |
| Madison | 40.0 | 65.0 | 316.7 | 572.0 |
| Memphis | 81.3 | 68.0 | 756.3 | 712.0 |
| Mid Atlantic Country | 56.0 | 32.0 | 327.1 | 312.1 |
| Milwaukee | 58.5 | 61.2 | 488.9 | 526.6 |
| Minneapolis/St. Paul | 124.0 | 106.8 | 899.0 | 906.8 |
| Nashville | 43.0 | 50.0 | 398.0 | 396.0 |
| New England Monthly | 48.6 | 47.5 | 418.9 | 393.2 |
| New Jersey Monthly | 112.8 | 104.0 | 895.8 | 806.9 |
| New Mexico | 36.5 | 33.0 | 351.6 | 285.8 |
| Ohio | 85.0 | 97.7 | 503.0 | 535.7 |
| Orlando | 81.8 | 91.0 | 769.1 | 824.7 |
| Palm Beach Life | 29.9 | 22.7 | 516.4 | 521.7 |
| Palm Springs Life | 244.1 | 285.4 | 1,039.2 | 1,038.7 |
| Philadelphia | 211.1 | 178.8 | 1,331.3 | 1,286.0 |
| Phoenix | — | — | — | — |
| Pittsburgh | 66.8 | 70.5 | 625.8 | 599.8 |
| St. Louis | 47.9 | 67.2 | 400.9 | 526.3 |
| San Diego | 187.2 | 155.0 | 1,507.2 | 1,367.3 |
| San Francisco Focus | 103.4 | 95.6 | 826.0 | 825.3 |
| South Florida Magazine | 167.8 | 59.5 | 920.1 | 483.7 |
| Texas Monthly | 90.8 | 88.2 | 796.4 | 821.2 |
| Twin Cities | 119.5 | 106.8 | 663.9 | 594.0 |
| The Virginian (6X) | 64.0 | 63.0 | 305.8 | 298.6 |
| Washington (7X) | 75.6 | 59.5 | 356.3 | 300.0 |
| The Washingtonian | 174.0 | 165.3 | 1,329.3 | 1,300.8 |
| **Total Group** | **3,930.7** | **3,931.7** | **29,711.8** | **29,869.0** |
| **% change** | **0.0%** | | **-0.5%** | |
| **■ Music/entertainment** | | | | |
| Audio | 90.8 | 88.6 | 732.2 | 702.0 |
| Dance Magazine | 51.2 | 49.0 | 476.9 | 530.5 |
| Playbill | 54.5 | 43.3 | 445.5 | 391.9 |
| Video Magazine | 103.0 | 85.0 | 562.0 | 618.0 |
| **Total Group** | **299.4** | **266.9** | **2,216.7** | **2,242.3** |
| **% change** | **12.2%** | | **-1.1%** | |
| **■ Outdoor & sport** | | | | |
| Alaska | 30.4 | 28.5 | 309.8 | 307.1 |
| The American Handgunner (6X) | 61.0 | 47.0 | 263.0 | 229.0 |
| American Hunter | 48.4 | 52.3 | 217.6 | 192.5 |
| American Rifleman | 36.0 | 36.2 | 227.7 | 217.2 |
| Bass Master (10X) A. | 45.8 | 40.1 | 626.9 | 543.0 |
| Bicycling (9X) | 77.0 | 64.5 | 955.0 | 755.1 |
| Ducks Unlimited (6X) | 47.2 | 75.3 | 141.3 | 176.9 |
| Field & Stream | 128.6 | 126.5 | 775.0 | 793.9 |
| Fins & Feathers A. | — | — | — | — |
| Fishing World (6X) | 16.6 | 20.8 | 185.2 | 190.2 |
| Florida Sportsman | 92.0 | 79.4 | 1,150.5 | 1,091.3 |
| Golf Digest | 86.5 | 71.0 | 986.6 | 904.9 |
| Golf Illustrated | 72.8 | 28.7 | 289.0 | 216.2 |
| Golf Magazine | 52.7 | 42.4 | 858.7 | 701.1 |
| Gun Dog (6X) | 62.2 | 59.3 | 198.4 | 181.3 |
| Guns | 45.0 | 41.0 | 323.0 | 286.0 |
| Guns & Ammo | 87.6 | 84.5 | 524.1 | 490.3 |
| In-Fisherman (6X) | 47.7 | 47.0 | 453.3 | 468.0 |
| Outdoor Life | 106.9 | 105.2 | 695.2 | 729.3 |
| Outside Magazine | 49.5 | 46.8 | 505.1 | 459.6 |
| Petersen's Hunting | 98.7 | 91.6 | 536.8 | 539.9 |
| Runner's World (12X) | 42.0 | 31.0 | 309.6 | 323.1 |
| Salt Water Sportsman | 86.7 | 80.8 | 1,077.0 | 960.7 |
| Sierra (6X) | 43.9 | 44.7 | 203.1 | 192.9 |
| Shooting Times | 60.3 | 68.1 | 341.3 | 328.8 |
| Ski (8X) A. | 162.4 | 202.8 | 455.8 | 455.1 |
| Skiing (7X) A. | 167.9 | 190.0 | 431.0 | 393.3 |
| Skin Diver | 102.8 | 84.2 | 1,151.8 | 1,040.9 |
| Southern Outdoors (9X) | 86.1 | 71.6 | 460.3 | 374.2 |
| Southern Saltwater (8X) | 27.6 | — | 264.7 | 196.2 |
| Sport Magazine | 35.5 | 40.8 | 362.4 | 398.2 |
| Sports Afield | 92.6 | 79.6 | 674.9 | 736.8 |
| Tennis | 143.5 | 109.0 | 737.8 | 675.3 |
| Waterski (8X) | 52.3 | 51.3 | 551.8 | 390.7 |
| Western Outdoors (10X) | 36.8 | 31.3 | 354.7 | 347.2 |
| Wildfowl (6X) | — | — | 77.0 | 52.1 |
| WindRider (8X) | — | — | — | — |
| Wing & Shot (6X) | 32.2 | 27.7 | 89.8 | 72.3 |
| World Tennis | 115.4 | 63.8 | 543.2 | 308.1 |
| **Total Group** | **2,580.6** | **2,364.7** | **18,308.6** | **16,718.7** |
| **% change** | **9.1%** | | **9.5%** | |
| **■ Photography** | | | | |
| American Photographer | 35.2 | 37.9 | 272.3 | 329.0 |
| Petersen's Photographic | 31.9 | 31.6 | 264.2 | 270.3 |
| Popular Photography | 80.5 | 77.0 | 705.9 | 645.9 |
| **Total Group** | **147.5** | **146.5** | **1,242.4** | **1,245.2** |
| **% change** | **0.7%** | | **-0.2%** | |
| **■ Science/electronic/mech** | | | | |
| Discover | 30.7 | 44.9 | 308.0 | 386.6 |
| Home Office Computing | 55.8 | 44.7 | 417.1 | 403.0 |
| Omni | 51.8 | 49.1 | 518.3 | 494.7 |
| Personal Computing | 193.0 | 246.1 | 1,890.9 | 1,439.4 |
| Popular Mechanics | 75.0 | 59.1 | 701.1 | 744.9 |
| Popular Science | 63.1 | 70.5 | 591.7 | 608.9 |
| Scientific American | 52.3 | 24.3 | 351.5 | 349.6 |
| Spectrum | — | — | — | — |
| **Total Group** | **521.6** | **538.6** | **4,778.6** | **4,427.0** |
| **% change** | **-3.2%** | | **7.9%** | |
| **■ Woman/fashion/service** | | | | |
| Beauty Digest (6X) | — | — | 89.3 | 39.0 |
| Bride's Magazine (6X) A. | — | — | 2,069.9 | 1,833.1 |
| Cosmopolitan A. | 251.3 | 233.7 | 1,750.6 | 1,758.1 |
| Elle Magazine | 335.4 | 314.7 | 1,590.8 | 1,443.8 |
| Essence | 93.7 | 94.6 | 686.0 | 700.2 |
| Family Circle (17X) A. | 213.6 | 112.1 | 1,299.6 | 1,090.8 |
| Glamour | 248.6 | 281.6 | 1,558.4 | 1,664.4 |
| Good Housekeeping A. | 158.7 | 158.4 | 1,106.8 | 1,204.9 |
| Harper's Bazaar | 251.4 | 1,043.5 | 287.1 | 1,176.7 |
| Health | 35.5 | 37.7 | 327.8 | 397.3 |
| Ladies' Home Journal | 138.3 | 111.1 | 966.9 | 876.0 |
| Mademoiselle | 212.1 | 244.2 | 1,336.4 | 1,336.0 |
| McCall's | 101.7 | 93.9 | 698.3 | 800.8 |
| Military Lifestyle (10X) | 58.5 | 67.7 | 391.5 | 391.4 |
| Modern Bride (6X) | — | — | 1,644.3 | 1,544.5 |
| Ms. | 37.6 | 59.6 | 276.8 | 372.1 |
| New Woman | 92.8 | 87.9 | 746.0 | 714.9 |
| Parents Magazine A. | 107.4 | 124.0 | 935.3 | 946.7 |
| Redbook | 140.1 | 150.0 | 874.6 | 875.6 |
| Savvy | 57.7 | 46.2 | 377.7 | 310.5 |
| Self | 134.9 | 136.6 | 905.7 | 887.8 |
| Seventeen | 125.3 | 141.4 | 1,144.2 | 1,154.6 |
| Shape | 89.1 | 96.9 | 652.6 | 656.0 |
| Soap Opera Digest (26X) | 30.7 | 21.7 | 211.1 | 186.4 |
| Soap Opera Update | 10.0 | — | 87.5 | — |
| Teen Magazine | 47.6 | 63.2 | 555.0 | 599.2 |
| True Story A. | 61.1 | 45.2 | 428.6 | 417.7 |
| Vogue | 577.0 | 620.2 | 2,387.9 | 2,432.6 |
| W Magazine | 189.6 | 171.1 | — | — |
| Weight Watchers | 38.3 | 34.8 | 295.7 | 283.7 |
| Woman (10X) | 39.2 | — | 300.8 | 205.0 |
| Woman's Day (15X) A. | 140.3 | 119.6 | 1,093.1 | 1,072.5 |
| Workbasket | 23.5 | 32.1 | 198.9 | 246.8 |
| Working Mother | 78.1 | 80.9 | 585.1 | 635.5 |
| Working Woman | 144.3 | 109.1 | 844.8 | 828.7 |
| **Total Group** | **4,263.0** | **4,933.9** | **28,704.8** | **29,083.0** |
| **% change** | **-13.6%** | | **-1.3%** | |
| **■ Youth** | | | | |
| Boys' Life | 32.1 | 29.5 | 154.7 | 143.8 |
| Campus Life (10X) | 41.0 | 54.2 | 286.1 | 293.9 |
| **Total Group** | **73.1** | **83.6** | **440.9** | **437.6** |
| **% change** | **-12.6%** | | **0.7%** | |
| **■ Business/national** | | | | |
| Barron's | 177.9 | 242.6 | 1,586.3 | 1,867.4 |
| Black Enterprise | 57.8 | 45.6 | 694.8 | 626.0 |
| Business Month | 50.8 | 25.0 | 326.3 | 209.2 |
| Business Week (52X) A. | 382.0 | 377.0 | 2,970.4 | 2,992.1 |
| Financial World (26X) | 35.6 | 55.9 | 470.7 | 524.3 |
| Forbes (26X) | 270.7 | 290.6 | 2,170.8 | 2,363.2 |
| Fortune (26X) | 265.8 | 245.0 | 2,143.6 | 1,997.0 |
| Frequent Flyer | 46.1 | 70.0 | 415.7 | 516.3 |
| Futures | 51.6 | 102.6 | 531.7 | 479.5 |
| Inc. Magazine | 108.6 | 86.1 | 823.0 | 751.2 |
| Income Opportunities | 95.2 | 91.5 | 676.1 | 594.1 |
| Industry Week (25X) A. | 127.0 | 99.8 | 752.2 | 711.8 |
| Nation's Business (12X) A. | 35.2 | 55.0 | 302.3 | 288.5 |
| Venture | 59.5 | 72.0 | 476.4 | 565.8 |
| **Total Group** | **1,763.7** | **1,858.8** | **14,340.2** | **14,486.3** |
| **% change** | **-5.1%** | | **-1.0%** | |
| **■ Business/regional** | | | | |
| Advantage-Nashville's Bus. Mo. | 58.0 | 67.0 | 475.0 | 511.0 |
| Arizona Bus. Gazette (52X) | 63.9 | 86.1 | 630.3 | 639.5 |
| Baltimore Bus. Jrnl. | 74.0 | 115.6 | 727.2 | 748.8 |
| Boston Bus. Jrnl (52X) | 86.2 | 100.1 | 993.8 | 1,047.0 |
| Bus. First of Buffalo | 71.3 | — | 607.2 | — |
| Bus. First of Columbus | — | — | — | — |
| Bus. Jrnl.-Milwaukee | 140.4 | 136.1 | 1,183.0 | 1,111.2 |
| Bus. Jrnl.-Sacramento | 109.4 | 92.5 | 747.6 | 598.6 |
| Bus. North Carolina | 46.8 | 47.7 | 423.8 | 398.8 |
| Capital Dist. Bus. Review (52X) | 86.3 | 75.7 | 762.6 | 714.9 |
| Caribbean Business | 182.0 | 142.0 | 1,282.0 | 1,275.0 |
| Corporate Rpt. Kansas City | 26.8 | 27.7 | 182.2 | 192.6 |
| Corporate Rpt. Minnesota | 100.0 | 101.0 | 664.0 | 679.0 |
| Crain's Chicago Bus. (52X) | 156.7 | 162.0 | 1,314.1 | 1,305.0 |
| Crain's Cleveland Bus. (52X) | 80.2 | 80.1 | 620.6 | 553.0 |
| Crain's Detroit Bus. (52X) | 76.9 | 89.6 | 688.8 | 687.6 |
| Crain's New York Bus. (52X) | 52.0 | 46.0 | 427.0 | 327.0 |
| Florida Trend (13X) | 48.8 | 81.6 | 554.4 | 690.8 |
| Georgia Trend | 66.8 | 84.2 | 513.7 | 605.2 |
| Grand Rapids Bus. Jrnl. | 51.3 | 56.9 | 468.8 | 421.8 |
| Hawaii Business | 49.3 | 43.5 | 440.2 | 425.1 |
| Houston Bus. Jrnl. (52X) | 91.5 | 84.8 | 597.0 | 539.0 |
| Indianapolis Bus. Jrnl. (52X) | 158.2 | 138.3 | 1,344.0 | 1,227.3 |
| Manhattan Inc. | 101.1 | 101.2 | 547.2 | 643.7 |
| New England Bus. (20X) A. | 60.5 | 78.8 | 474.1 | 640.9 |
| New Orleans City Bus. | 42.3 | 52.4 | 433.0 | 496.7 |
| Pacific Bus. News (52X) | 103.9 | 113.5 | 947.3 | 1,048.0 |
| Pittsburgh Bus. Times (52X) | — | — | — | — |
| Providence Bus. News | 81.3 | 70.7 | 755.1 | 560.7 |
| Regardie's/Washington Review Publication: | 161.0 | 183.0 | 1,306.0 | 1,270.0 |
| Broward Review | 78.4 | 39.9 | 524.6 | 296.8 |
| Miami Review | 83.0 | 50.9 | 558.8 | 416.6 |
| Palm Beach Review | 81.3 | 30.4 | 481.0 | 216.8 |
| San Jose Bus. Jrnl. | 88.7 | — | 640.3 | — |
| St. Louis Bus. Jrnl. (52X) | 108.9 | 138.9 | 1,009.4 | 1,141.2 |
| Warfield Monthly Baltimore | 81.0 | 86.7 | 623.0 | 578.1 |
| **Total Group** | **2,948.2** | **2,804.8** | **23,947.1** | **22,007.7** |
| **% change** | **5.1%** | | **8.8%** | |
| **■ National Sunday mags** | | | | |
| Parade (52X) | 50.3 | 70.8 | 490.6 | 453.1 |
| USA Weekend (52X) | 45.3 | 45.1 | 418.3 | 350.5 |
| Vista Magazine | 26.2 | 15.1 | 151.9 | 105.9 |
| **Total Group** | **121.7** | **131.0** | **1,060.8** | **909.5** |
| **% change** | **-7.1%** | | **16.6%** | |
| **■ Newspaper Sunday magazine** | | | | |
| Boston Globe | 203.9 | 215.0 | 1,675.7 | 1,829.6 |
| Chicago Tribune | 149.6 | 122.8 | 950.8 | 925.0 |
| Cleveland Plain Dealer | 78.9 | 85.7 | 570.1 | 544.8 |
| Columbus Dispatch | 32.2 | 23.5 | 259.3 | 315.6 |
| Detroit Free Press | 36.1 | 43.7 | 425.3 | 433.5 |
| L.A. Times | — | — | — | — |
| Louisville Courier-Jrnl. | 59.0 | 83.0 | 332.0 | 476.0 |
| New York Times Mag. | 441.5 | 491.1 | 2,819.3 | 2,902.9 |
| Philadelphia Inquirer | 119.0 | 127.0 | 791.0 | 641.0 |
| Seattle Times | 72.0 | 78.0 | 605.0 | 520.0 |
| St. Louis Post Dispatch | 70.1 | 80.9 | 667.1 | 625.0 |
| Toledo Blade Magazine | 29.6 | 38.3 | 291.4 | 353.6 |
| Washington Post | 165.4 | 153.2 | 1,135.9 | 1,111.8 |
| **Total Group** | **1,457.3** | **1,542.2** | **10,522.9** | **10,678.8** |
| **% change** | **-5.5%** | | **-1.5%** | |
| **■ Weeklies/bi-weeklies** | | | | |
| The Advocate (26X) | 219.4 | 184.4 | 1,556.9 | 1,240.6 |
| Army Times Military Group: | | | | |
| Air Force Times (52X) | 171.3 | 191.0 | 1,443.1 | 1,468.4 |
| Army Times (52X) | 160.1 | 173.0 | 1,377.2 | 1,427.4 |
| Navy Times (52X) | 182.7 | 192.3 | 1,574.1 | 1,593.8 |
| The Blood-Horse (52X) | 185.0 | 220.4 | 2,462.0 | 3,046.0 |
| Capper's (26X) | 31.2 | 26.9 | 212.6 | 246.0 |
| Commonweal (22X) | 8.6 | 2.8 | 56.1 | 62.4 |
| Golf World (43X) | 68.8 | 66.7 | 1,097.7 | 891.0 |
| Grit (52X) A. | 32.6 | 30.8 | 252.8 | 251.1 |
| National Journal (50X) | 66.5 | 64.0 | 620.5 | 555.5 |
| National Review (25X) | 53.3 | 40.7 | 321.6 | 284.9 |
| New Republic (48X) | 38.8 | 50.8 | 351.9 | 343.2 |
| New York Magazine (50X) | 286.5 | 321.4 | 2,080.9 | 2,123.7 |
| New Yorker | 196.8 | 229.3 | 1,487.0 | 1,606.0 |
| Newsweek (52X) A. | 205.7 | 225.1 | 1,673.7 | 1,763.2 |
| People (51X) | 320.1 | 307.3 | 2,501.3 | 2,442.9 |
| Rolling Stone (25X) | 167.4 | 170.9 | 1,301.1 | 1,191.2 |
| Sporting News (52X) | 57.8 | 57.6 | 443.0 | 458.8 |
| Sports Illustrated (52X)A. | 260.7 | 192.4 | 2,081.9 | 1,834.8 |
| Time (52X) A. | 203.3 | 177.9 | 1,686.6 | 1,626.8 |
| Travelhost (52X) C. | 3,565.0 | 3,511.5 | 28,912.0 | 28,545.5 |
| TV Guide (52X) A. | 274.2 | 439.9 | 2,355.6 | 2,644.6 |
| US Magazine (26X) | 58.6 | 51.0 | 456.1 | 412.5 |
| U.S. News & World Report (50X) A. | 172.7 | 166.9 | 1,264.2 | 1,138.7 |
| **Total Group** | **6,987.2** | **7,095.0** | **57,569.8** | **57,198.9** |
| **% change** | **-1.5%** | | **0.6%** | |

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. AD AGE makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.